

# LONDON JEWELLERY exports.....

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Report for Katsuhide Nakabo – Rooms No18, Tokyo, February 2009

## Country Characteristics:

- Size of market (population, principal cities and regions/population centres etc)  
Japan Total Population 120,000,000  
Tokyo Population 35,000,000  
Other important large cities include Osaka, Nagoya, Kobe, Hiroshima, Sapporo, Fukuoka
- Language issues, eg Is English generally spoken, or is lack of language skills a barrier.  
Principle language spoken is Japanese. Some English is spoken but it is important to have someone fluent in spoken and written Japanese and English to trade effectively between Japan and the UK.
- What type of retail premises can you find and what styles of jewellery do they sell?  
Japan has one of the largest luxury retail sectors in the world and it is possible to find most styles in Japan, particularly in Tokyo. Japanese buyers travel all over the world to source their goods and are very well researched.

## Routes to Retail:

- How can UK exporters find relevant retailers? Eg trade associations, directories, what is the equivalent of Yellow Pages, yell.com etc  
  
The most important fashion trade newspaper is Senken Shinbun. Also WWD Japan has important information.
- Which are the key shows attended by buyers, where are they and when are they held and for which types of jewellery/buyers?  
Japanese Buyers attend international shows, particularly Paris, Milan and New York. In Japan buyers also attend Rooms and Living Rooms exhibitions
- Which are the key jewellery trade/fashion magazines, subscriptions, advertising, journalists (try to pick up copies)  
Senken Shinbun, WWD Japan, Soen, High Fashion, Yuko Tsushin
- What pricing conventions do retailers expect? What is their normal mark up?  
In Japan companies tend to state the retail price and the wholesale price is worked out as 60% of that. However most Japanese companies trade in the European way with foreign companies particularly when buying from international trade shows
- What contractual conventions e.g. consignment contracts do retailers expect?  
Normal contractual obligations. However Japanese are very insistent about Quality and will return items that are not of the standard that they have seen.

- Do retailers deal direct or do they prefer to use wholesalers/agents?

Both

- Might products/specifications need to be redesigned/amended to stimulate demand. Give examples

Many Japanese buyers will discuss with designers modifications specifically for their customer base. For example Thomasz Donocik has to design a completely new range for Takashimaya.

- How can UK exporters create press opportunities and publicity to stimulate demand.

The Japanese press love London and the UK design Aesthetic is important in the Japanese fashion market. The exhibition of 6 jewellery designers at Rooms no18 attracted considerable press in attention both in the trade magazines Soen and Senken Shinbun and in the High Fashion press such as Harpers Bazaar.